

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER

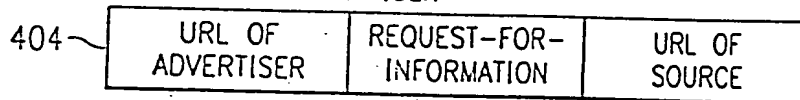


FIG. 4c

PATH D: ADVERTISER TO SOURCE

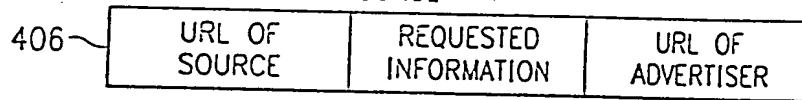


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

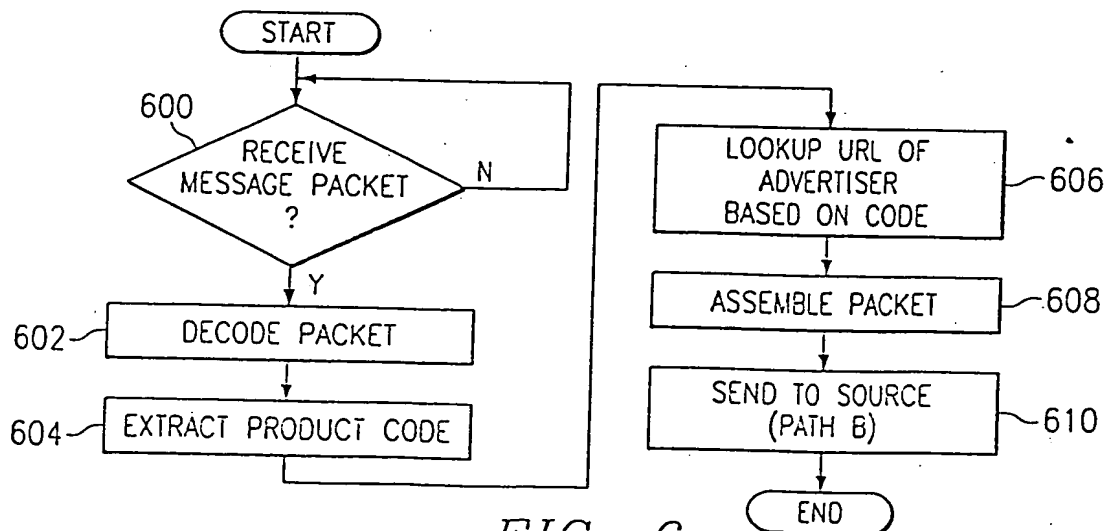


FIG. 6

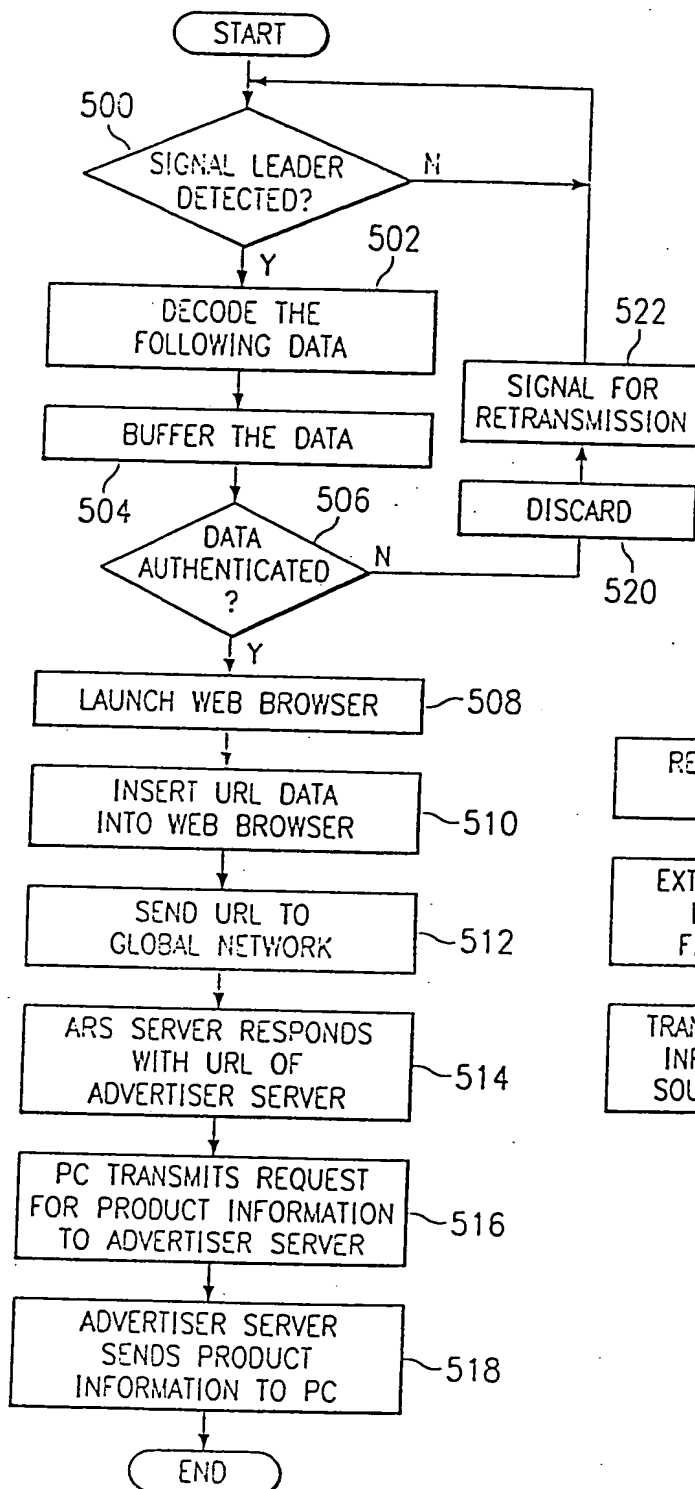


FIG. 5

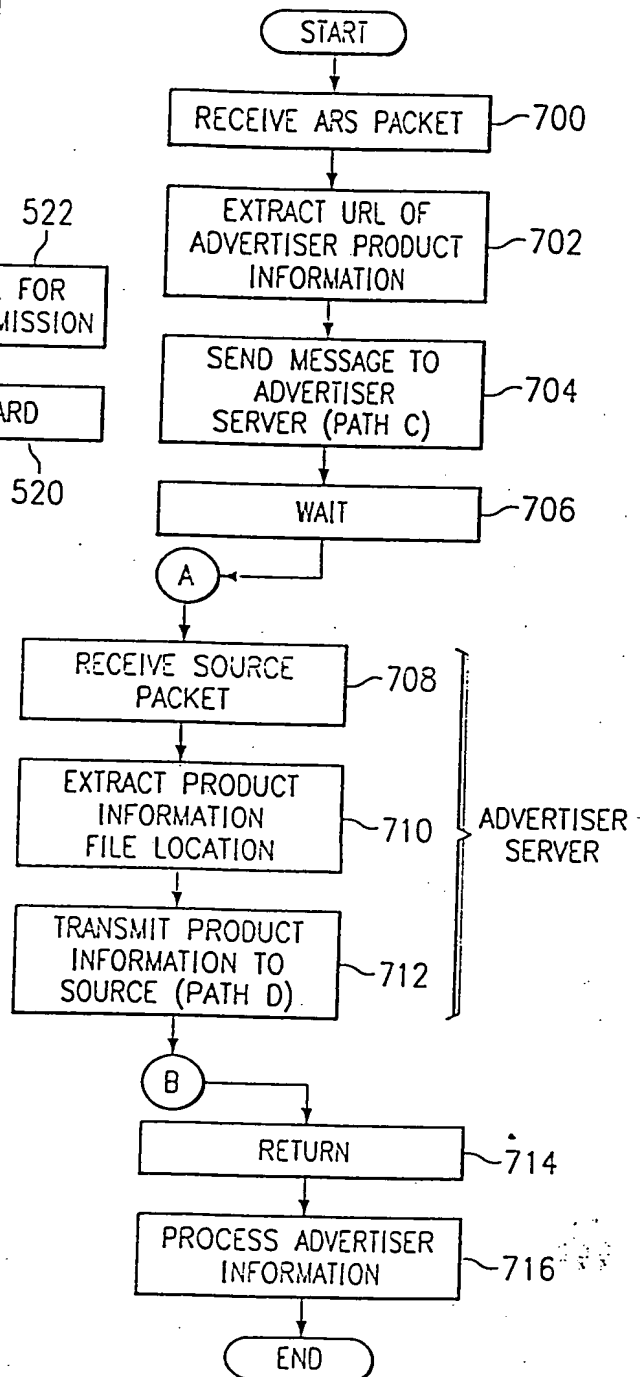


FIG. 7

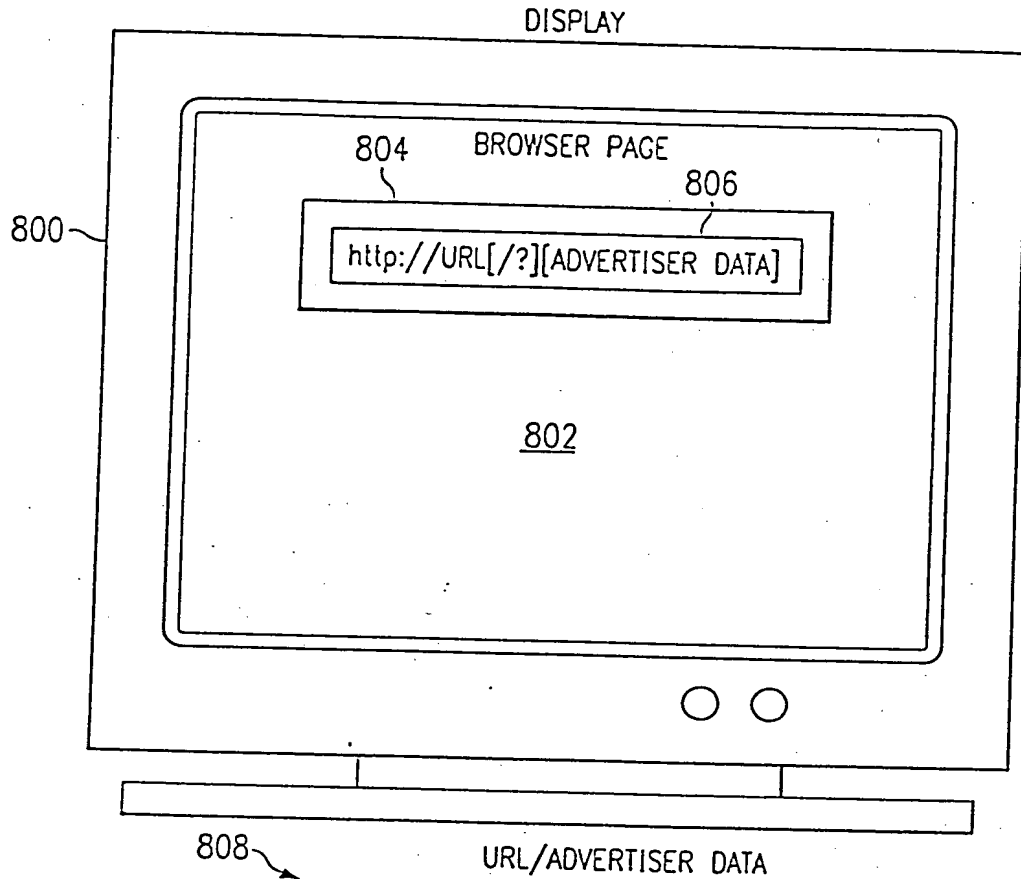


FIG. 8

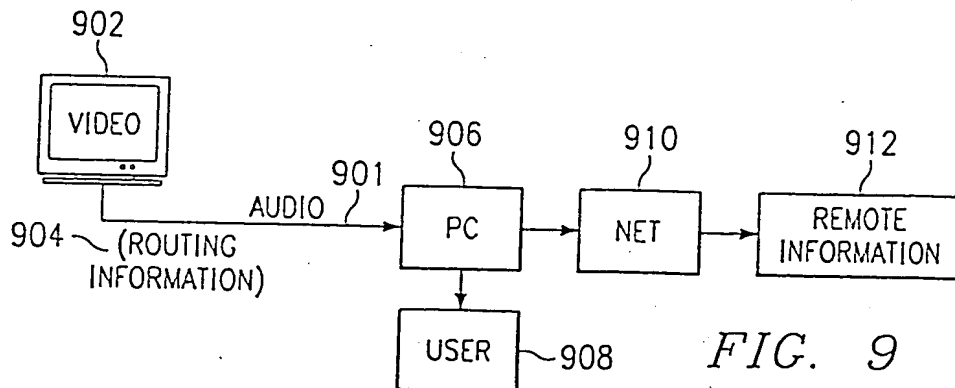
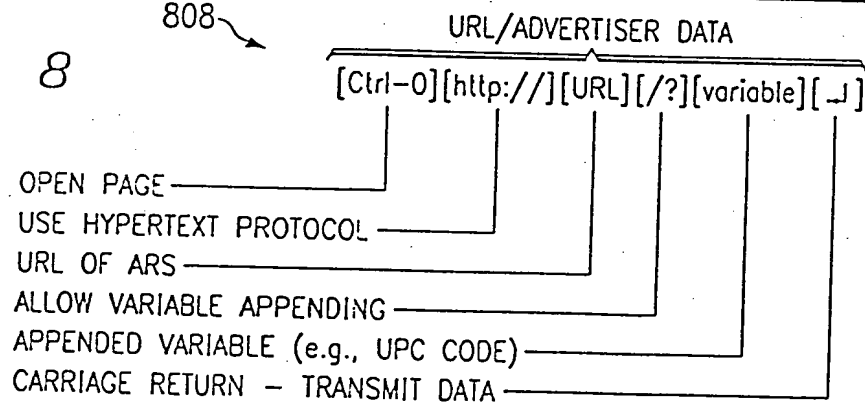
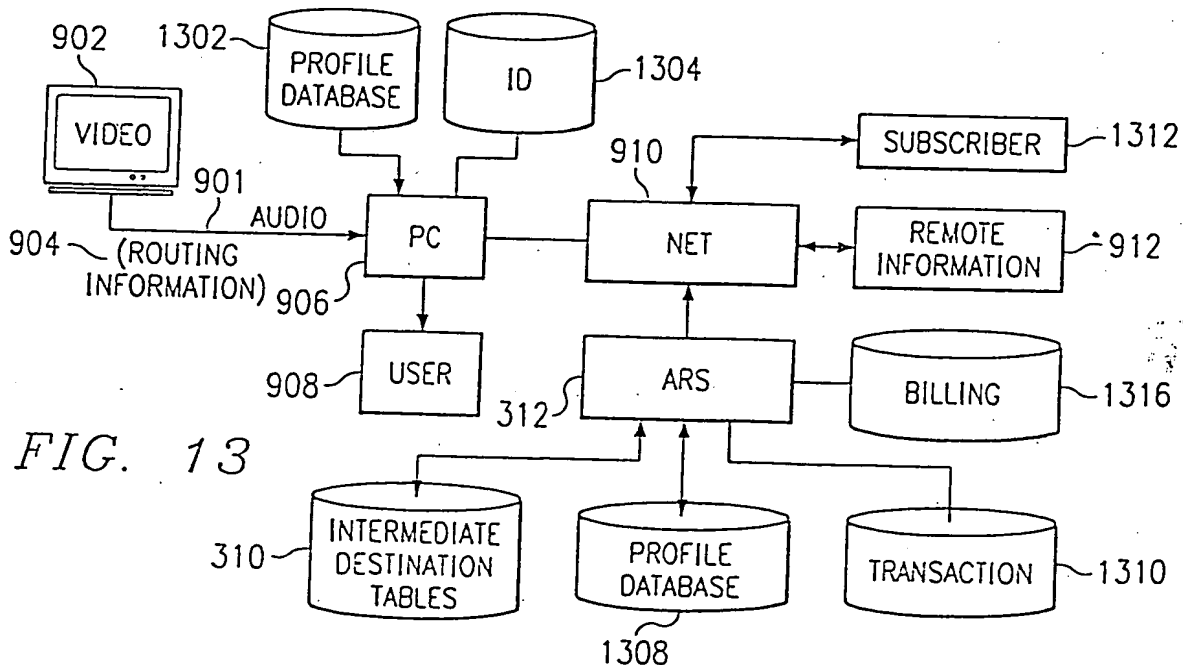
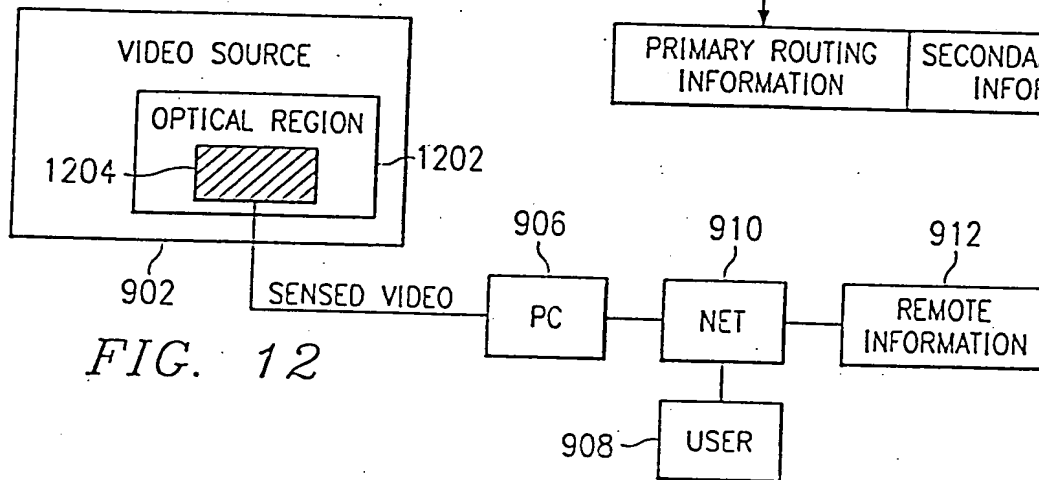
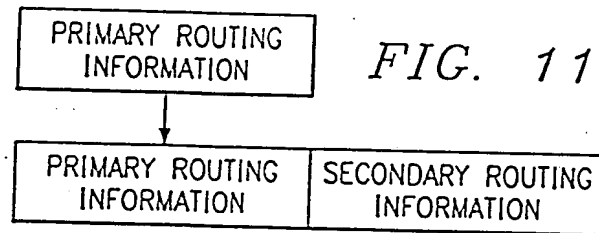
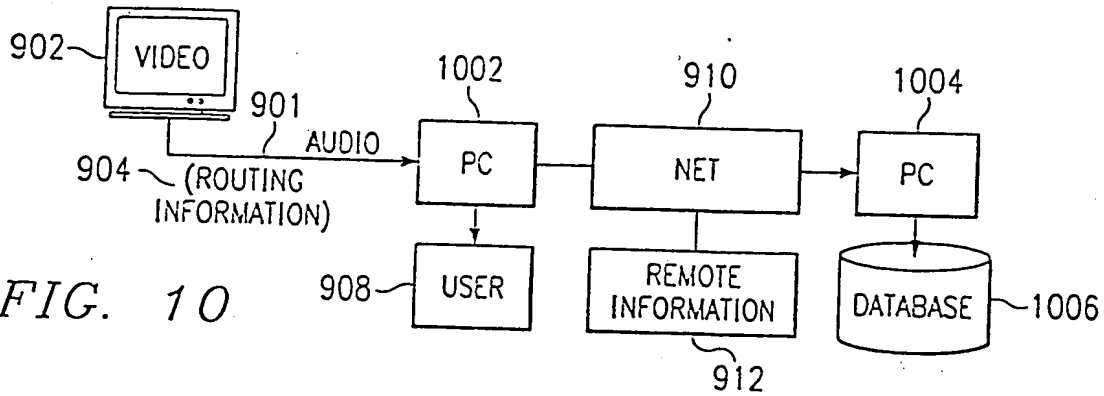


FIG. 9



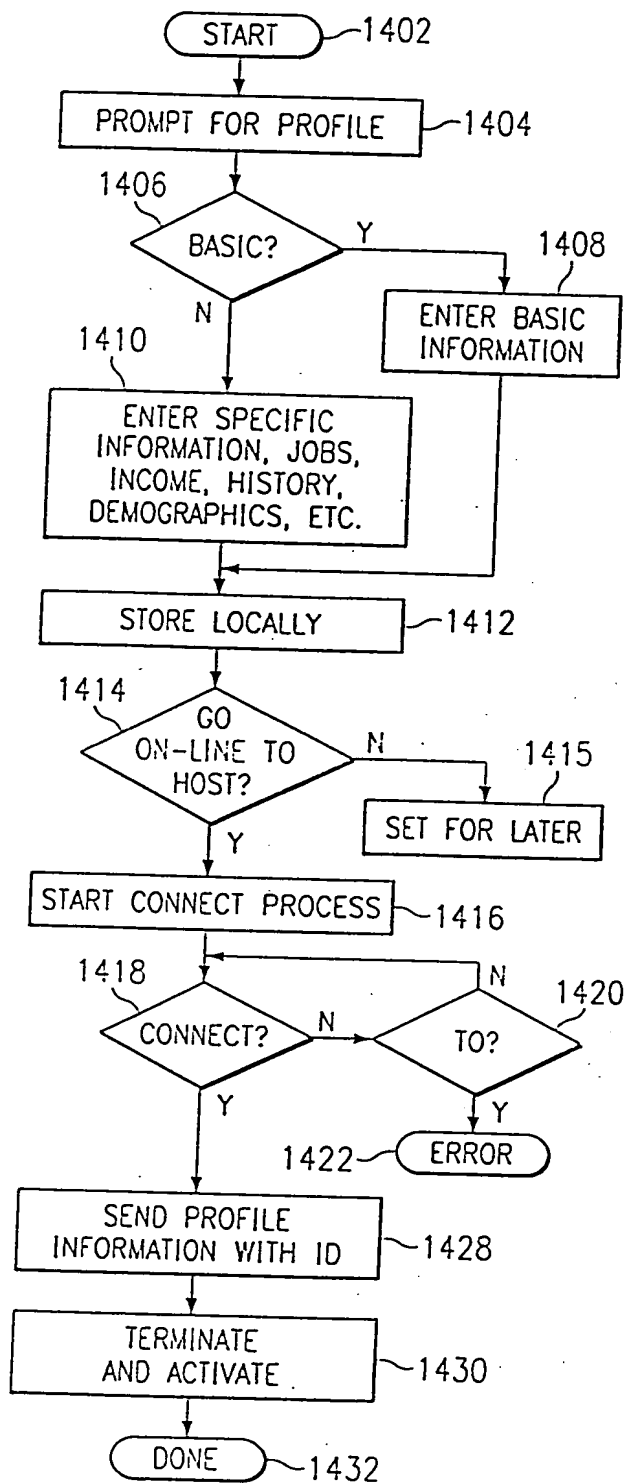


FIG. 14

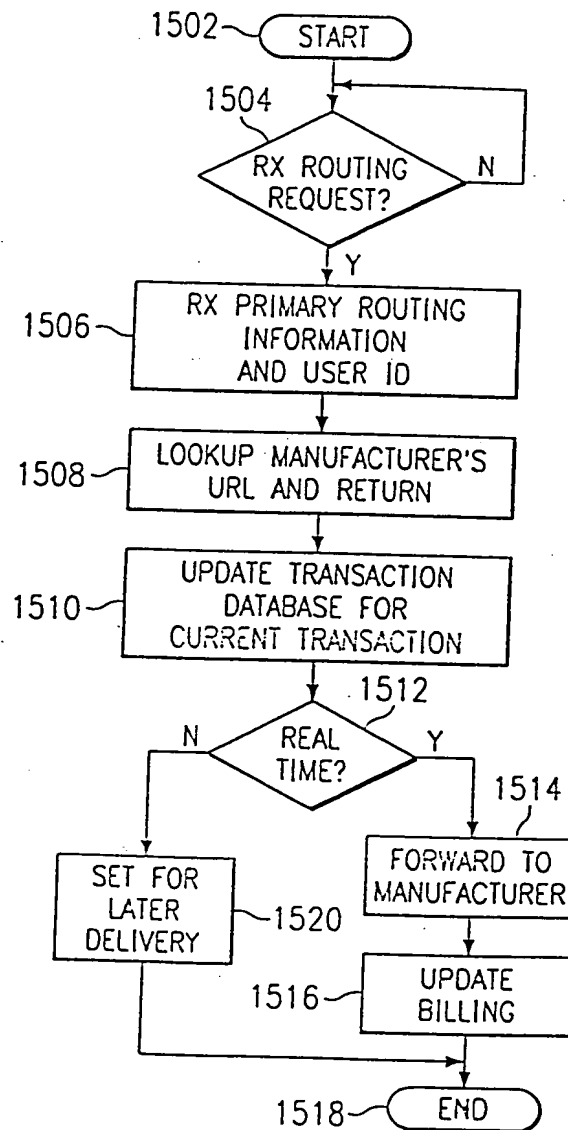


FIG. 15

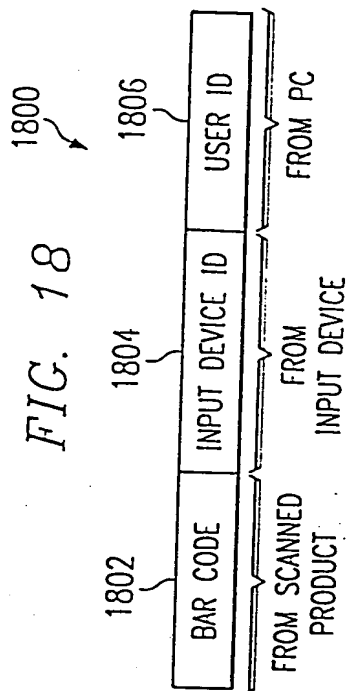
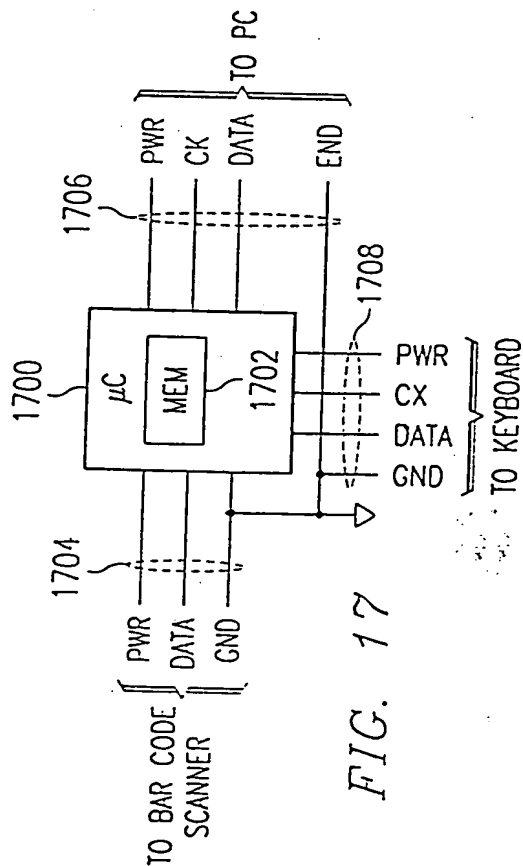
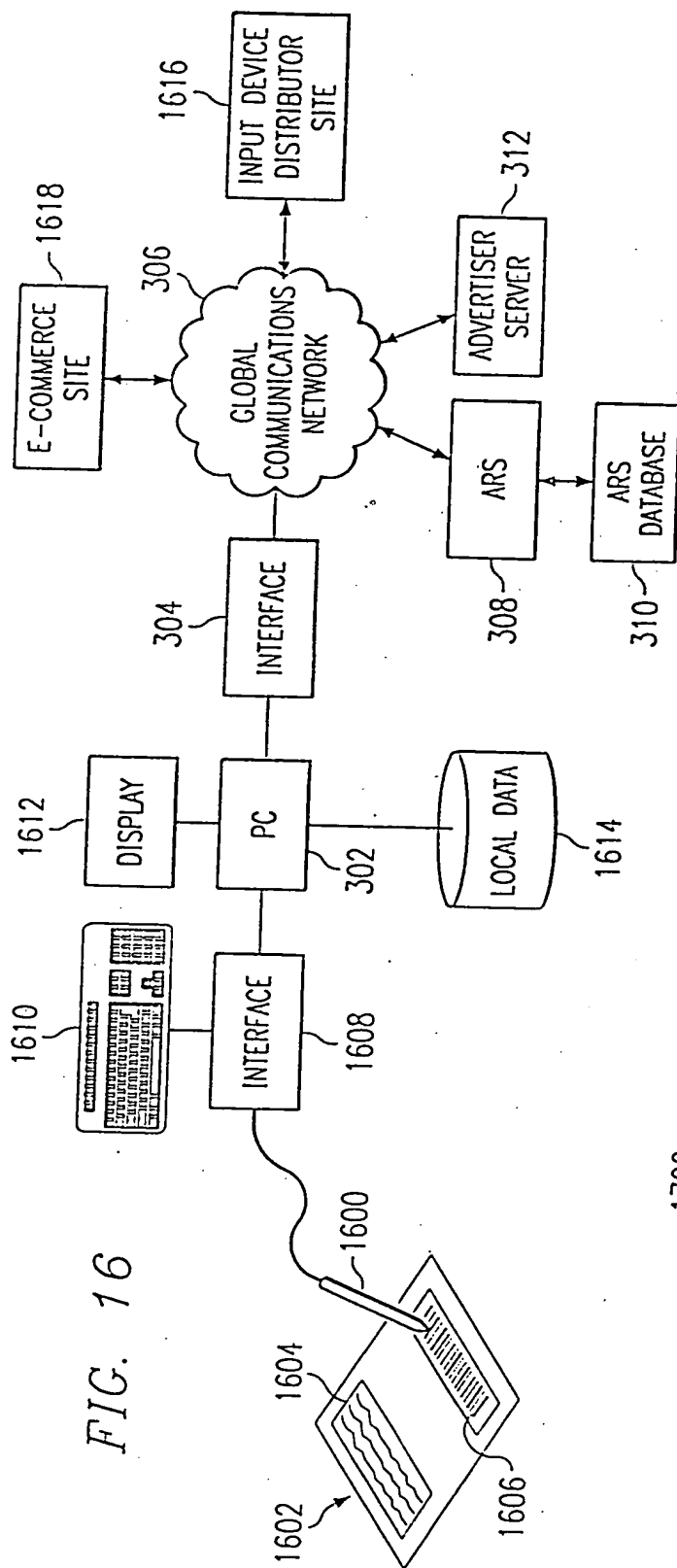


FIG. 19

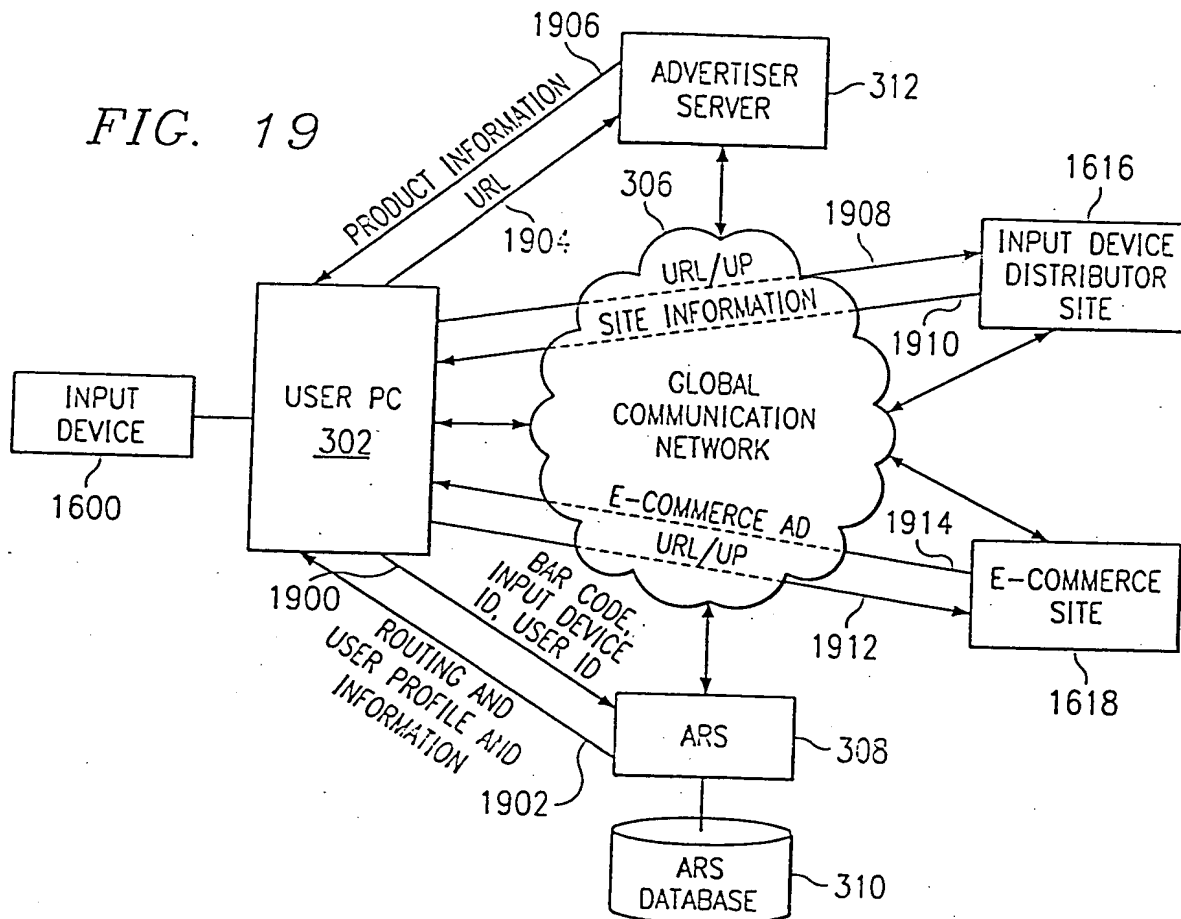


FIG. 20

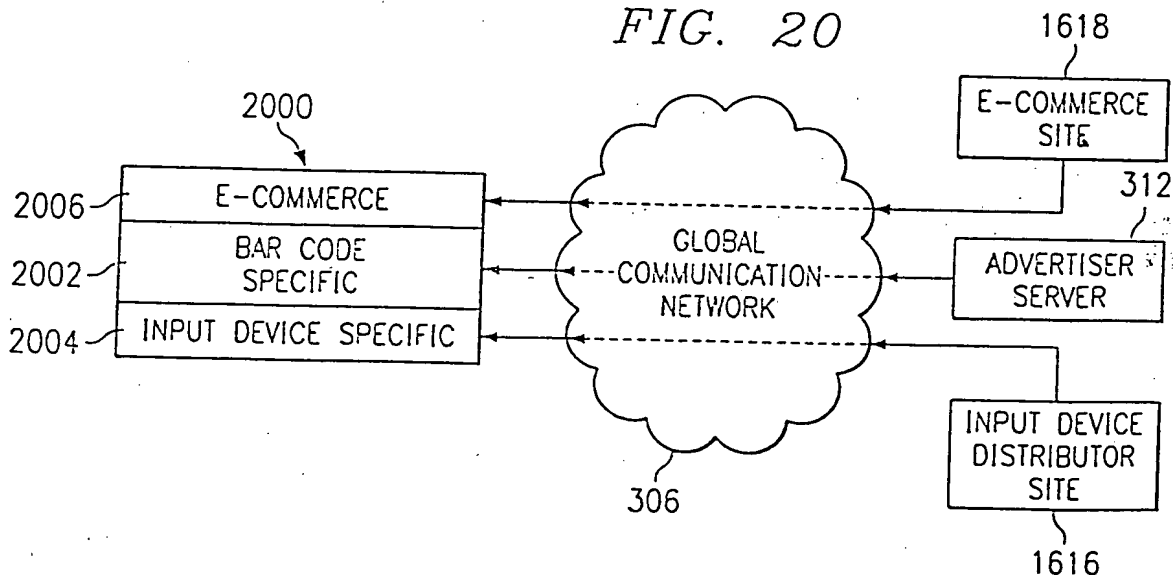


FIG. 21

ARS DATABASE
2100

2102 PRODUCT		2104 INPUT DEVICE		2106 USER	2108 E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

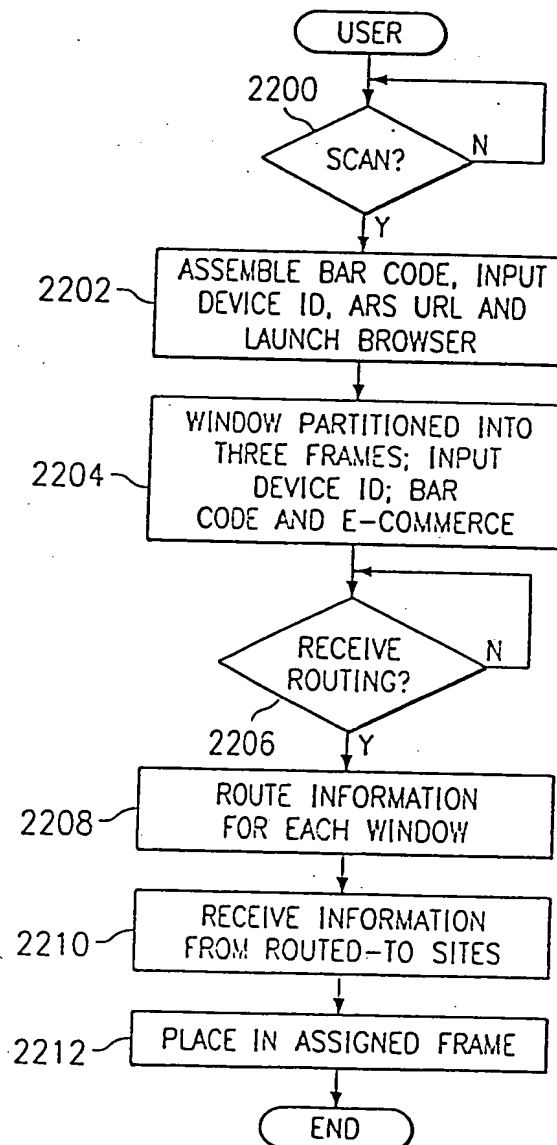


FIG. 23

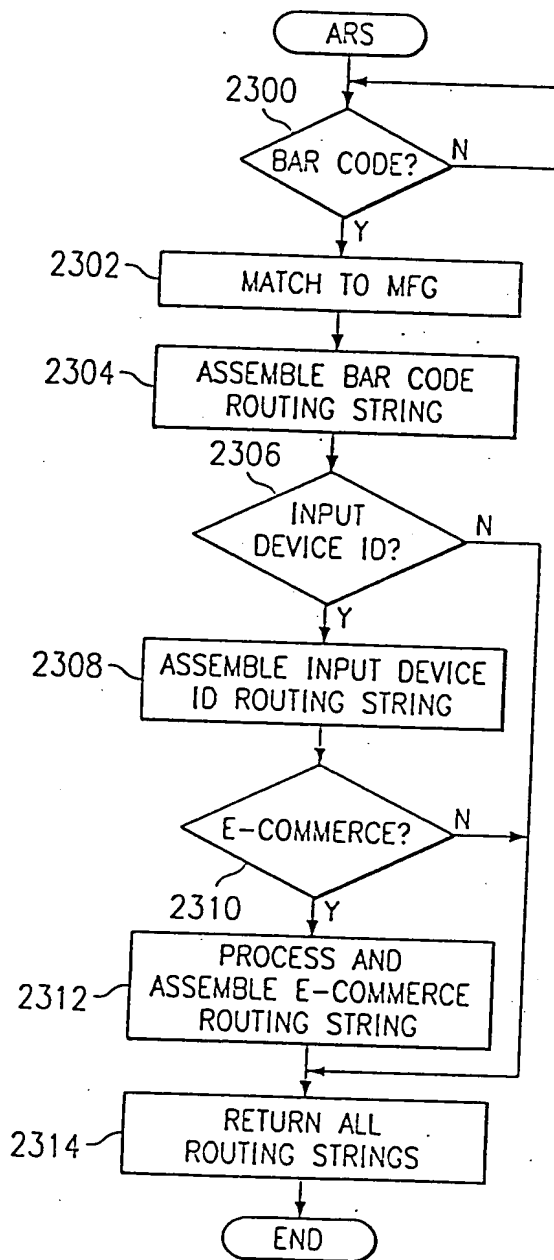
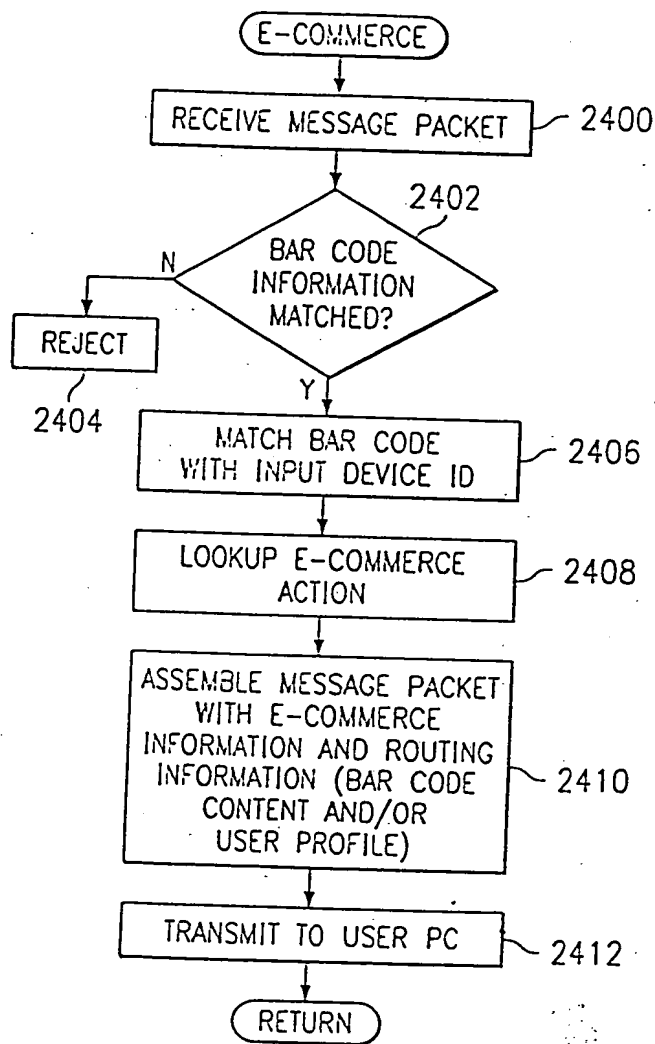
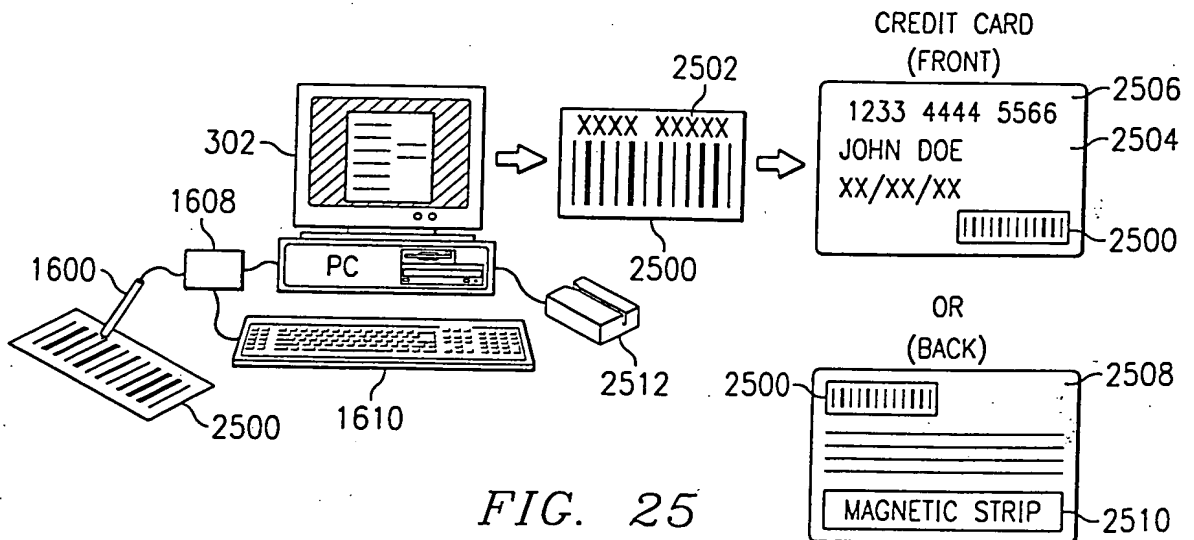
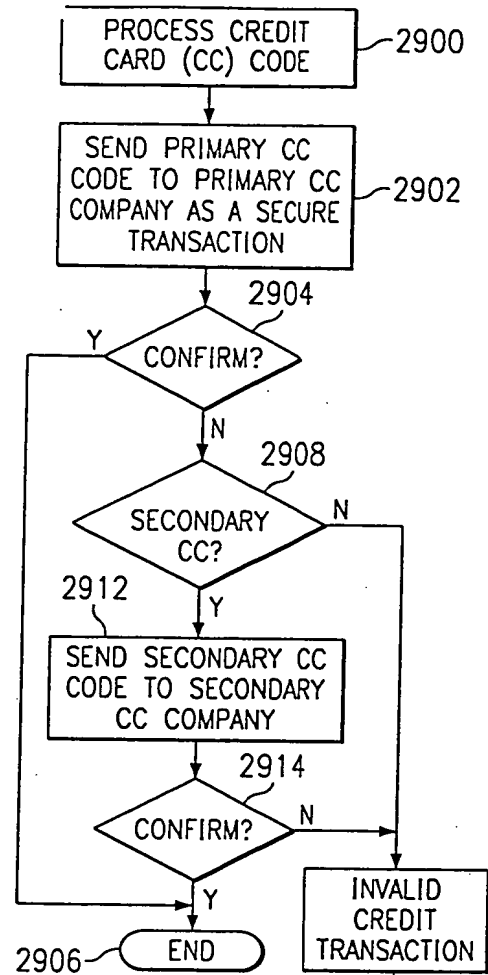
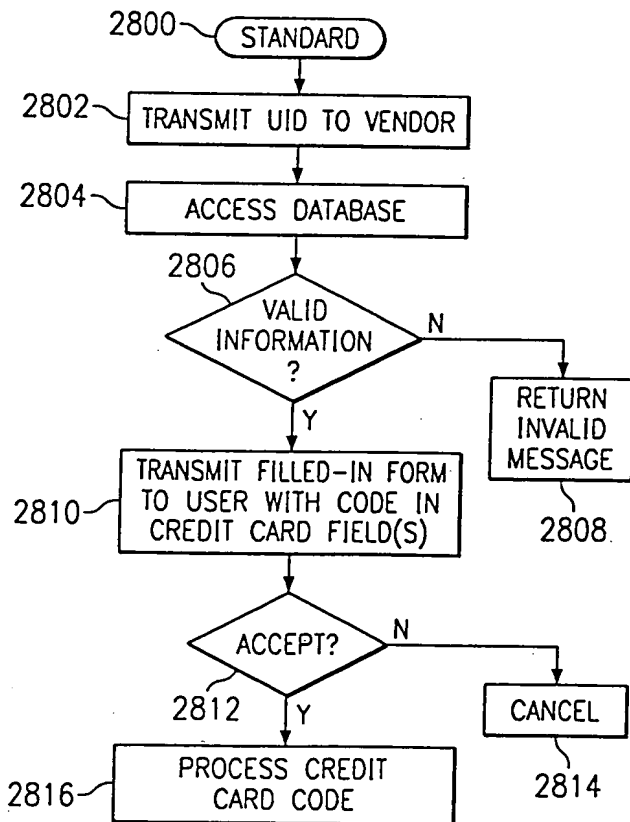
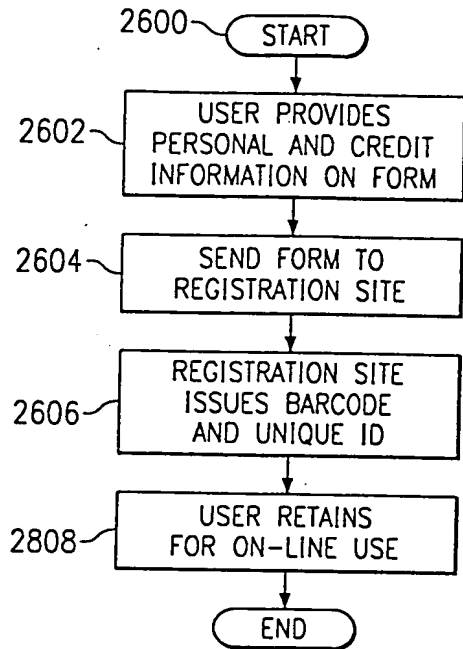


FIG. 24







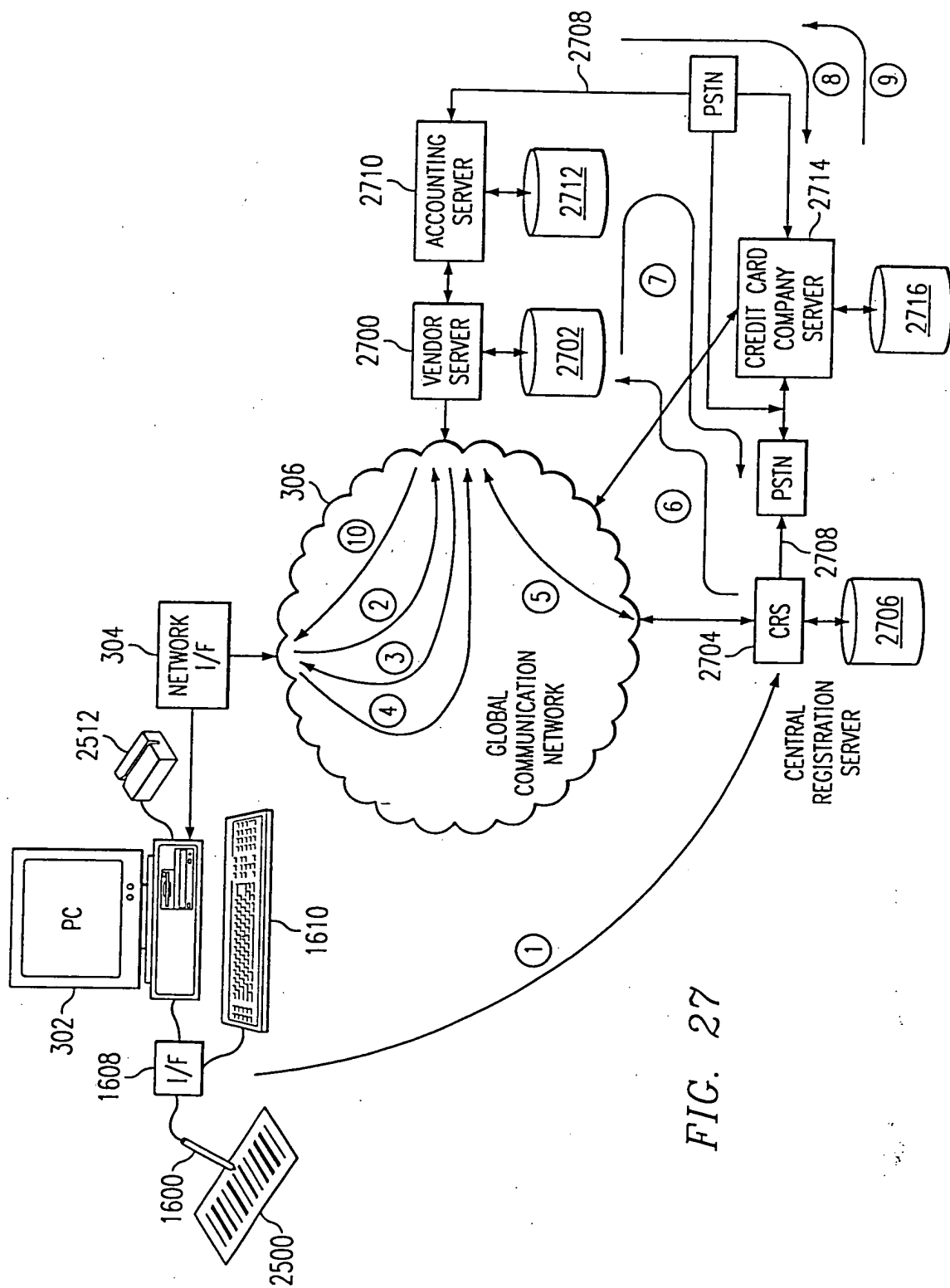


FIG. 27

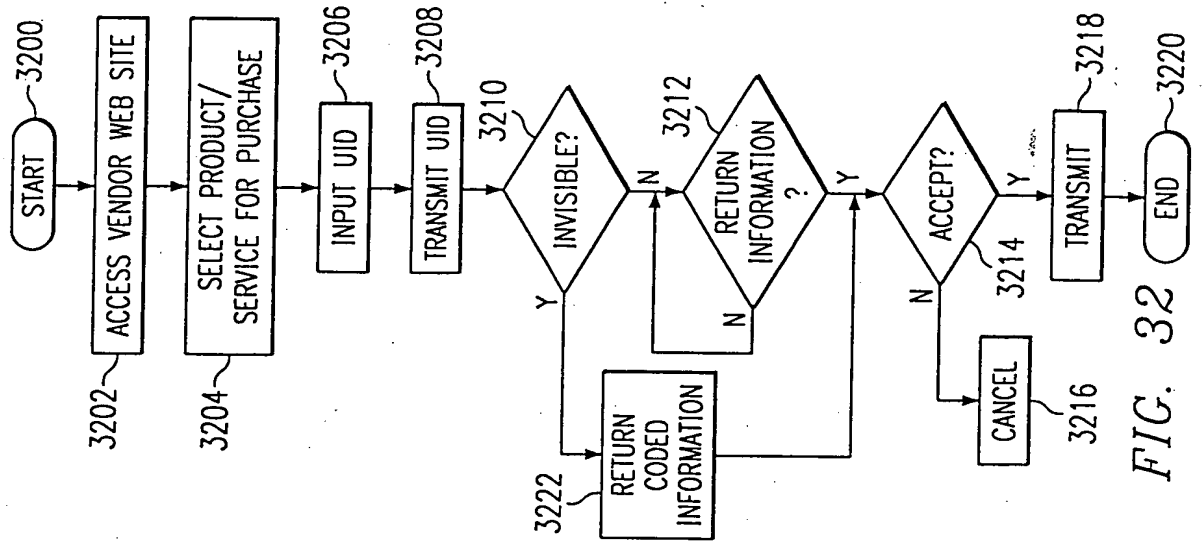


FIG. 30

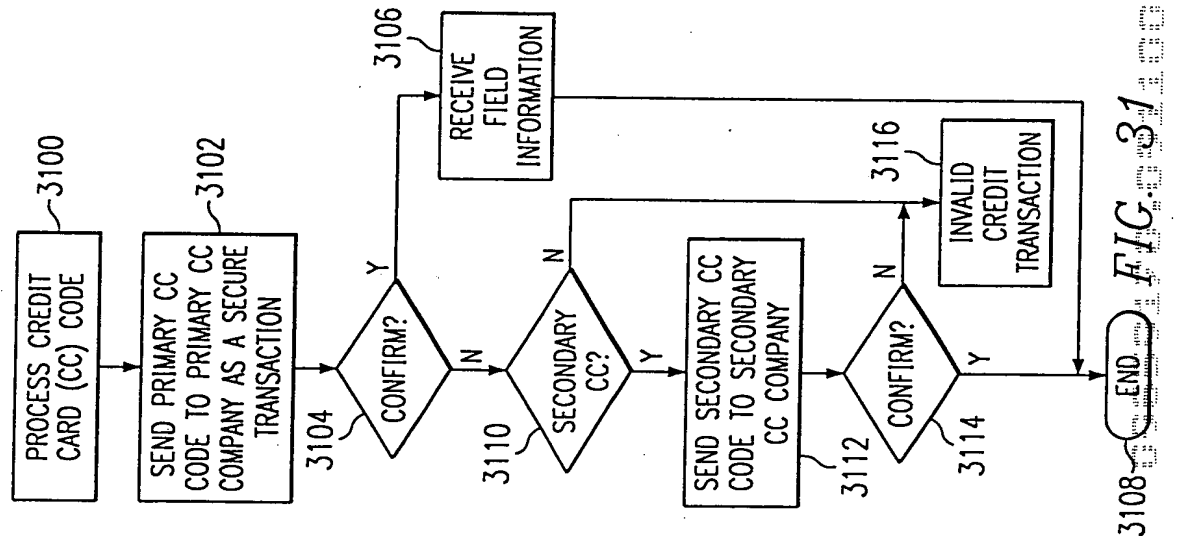


FIG. 31

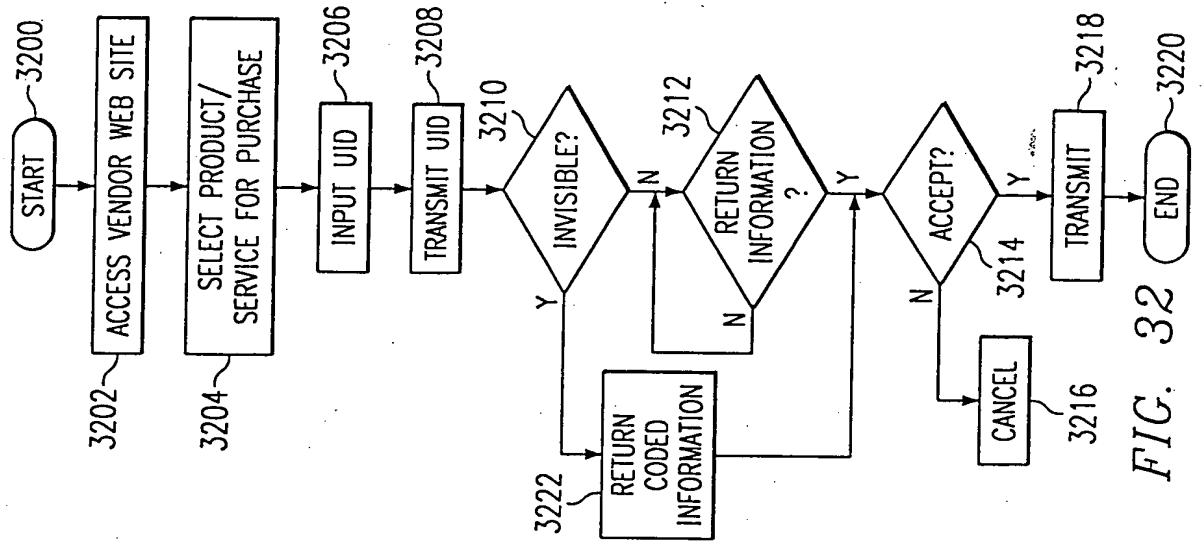


FIG. 32

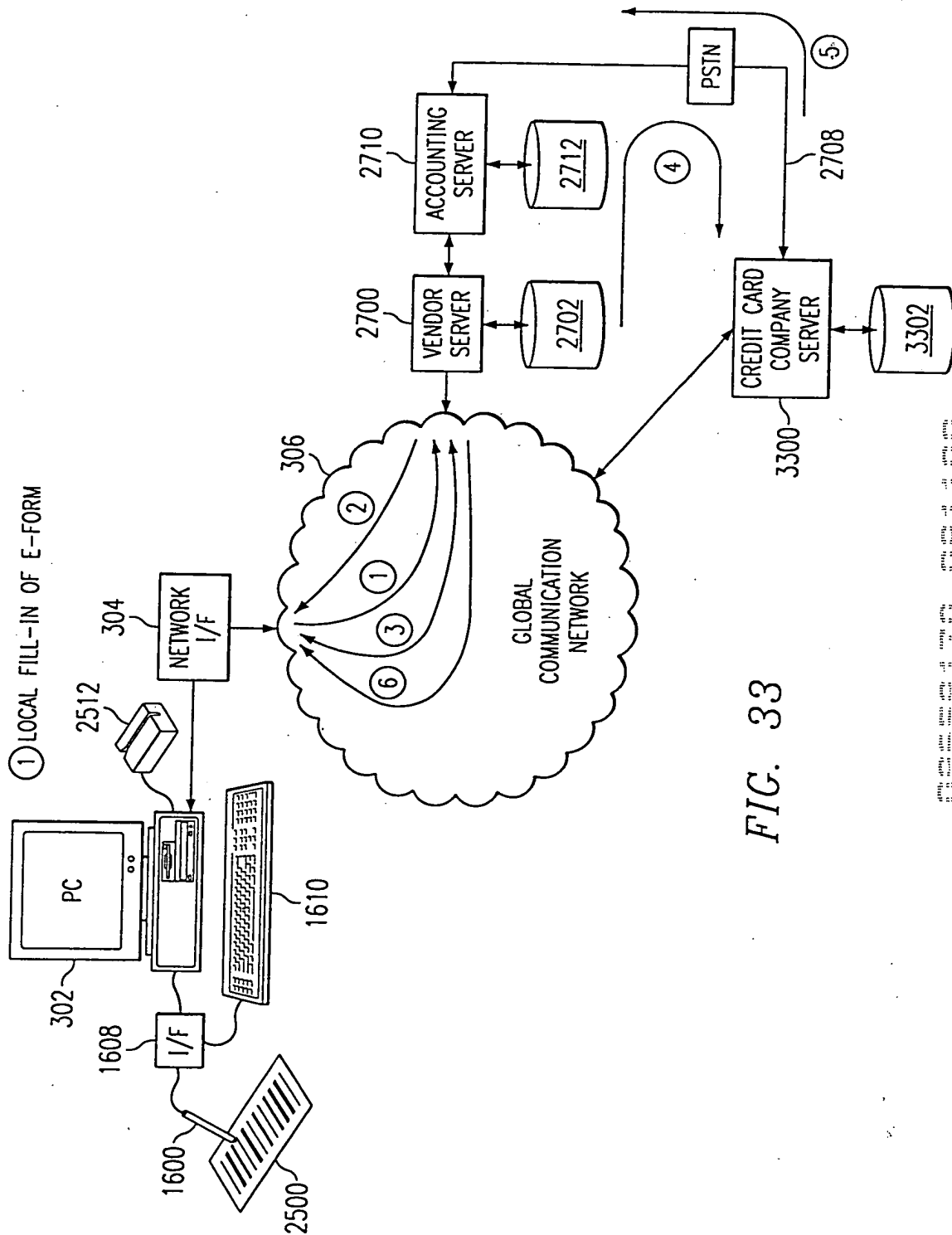


FIG. 33

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FIG. 35

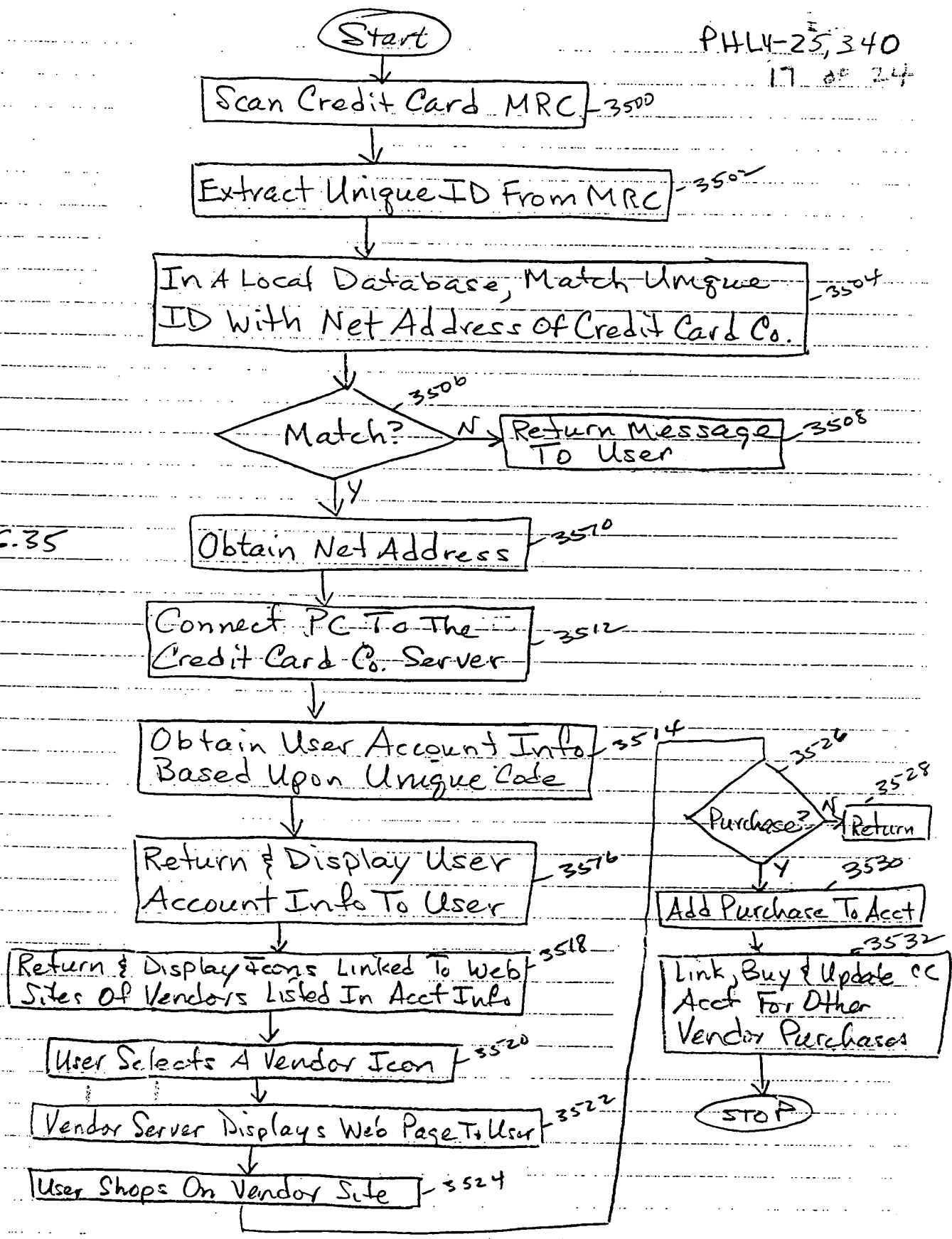
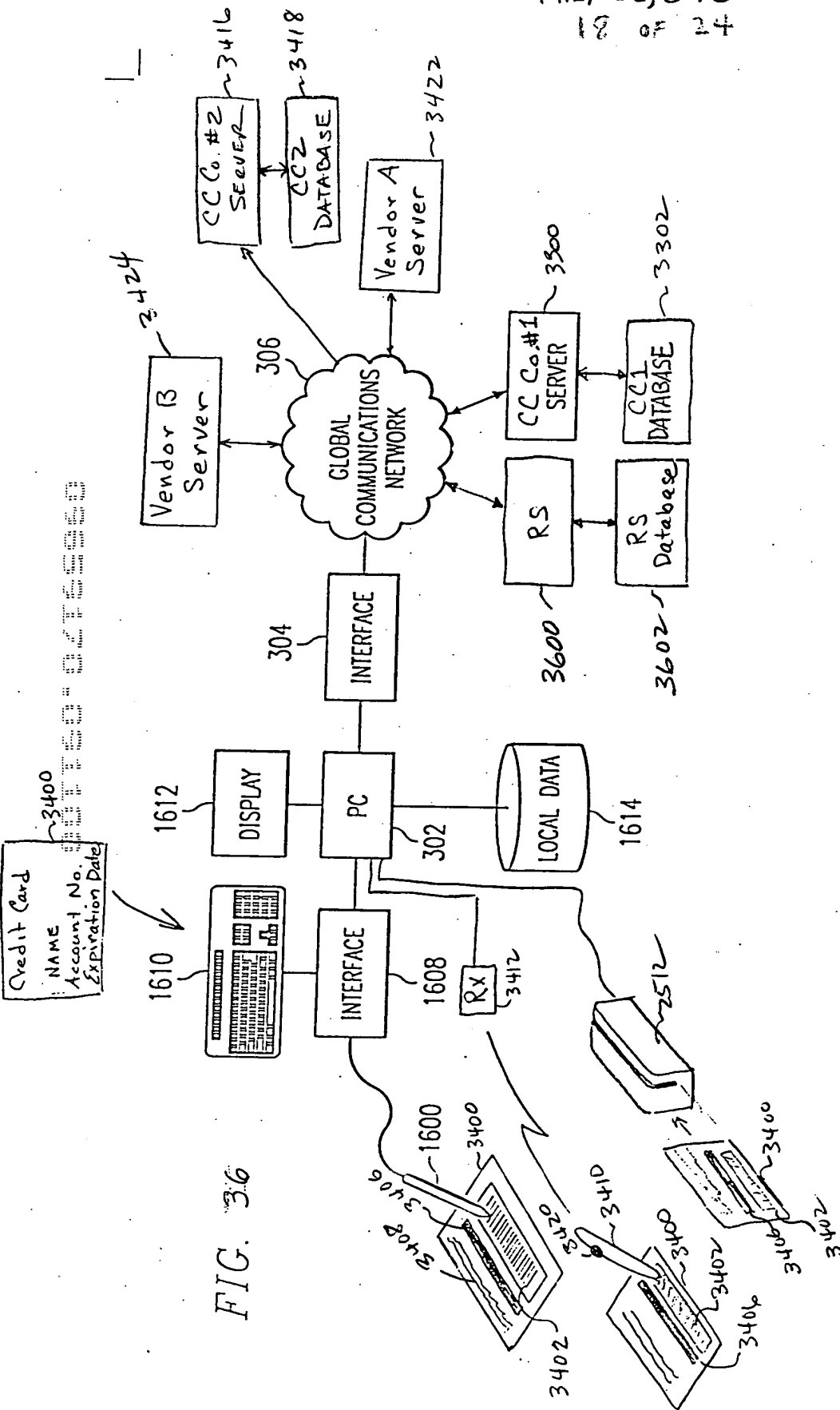
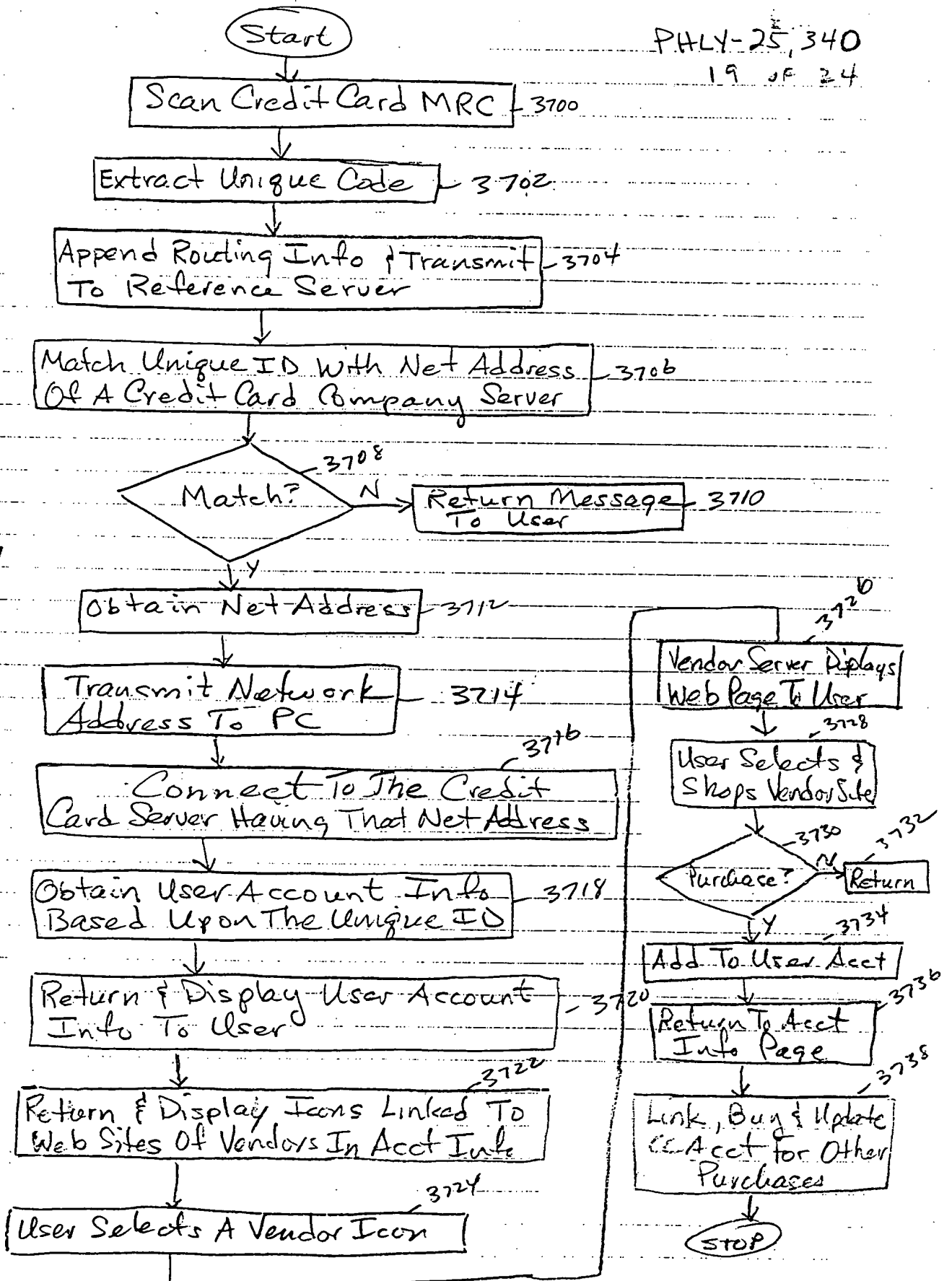


FIG. 36



PHLY-25,340

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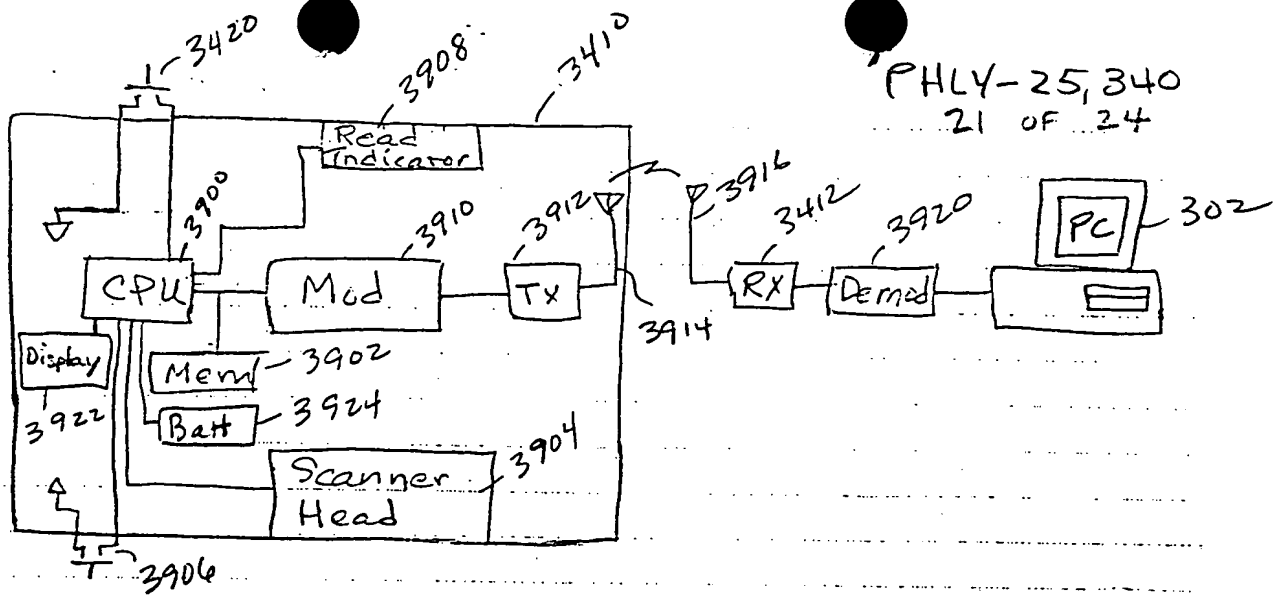


FIG. 39

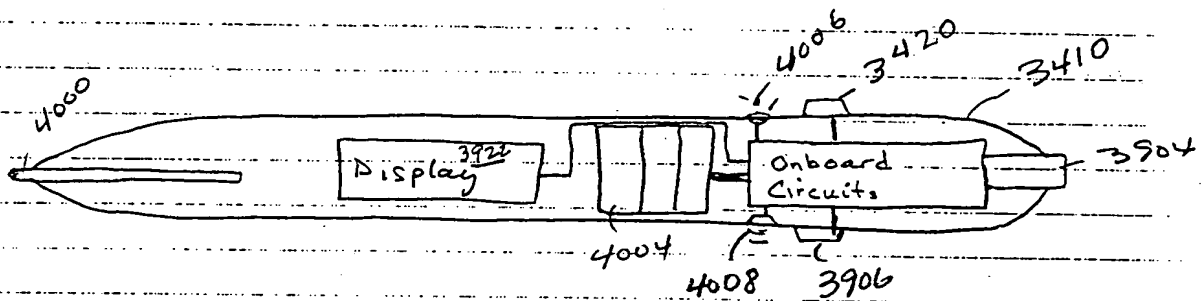


FIG. 40

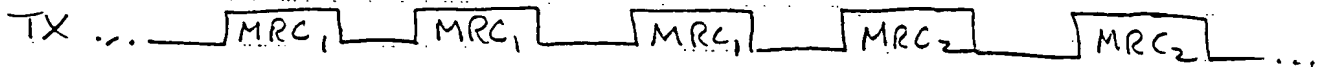


FIG. 41

FIG. 42

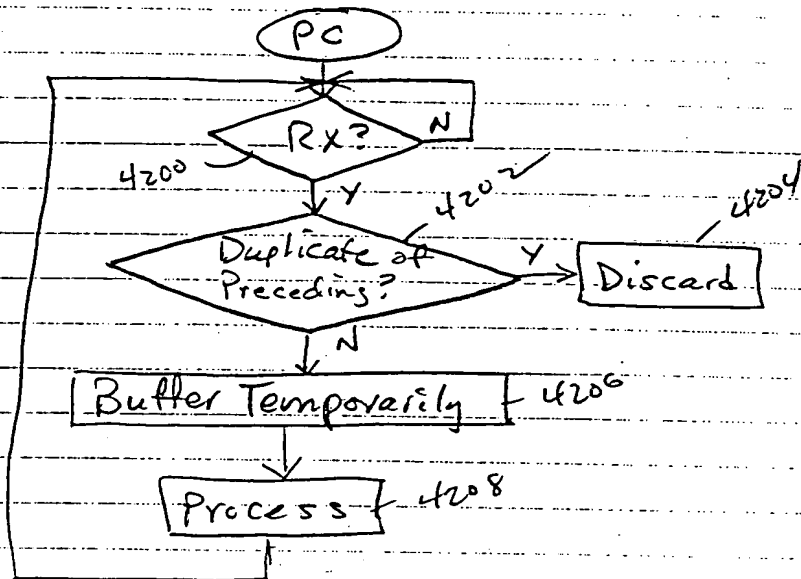
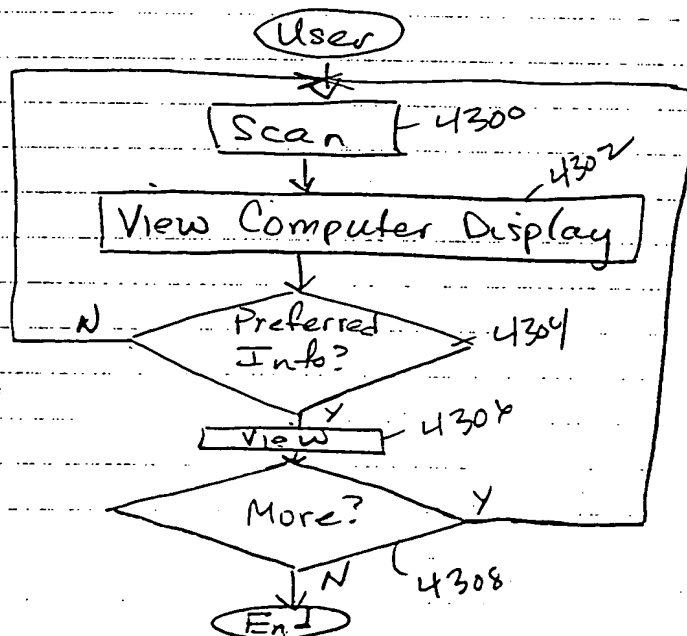
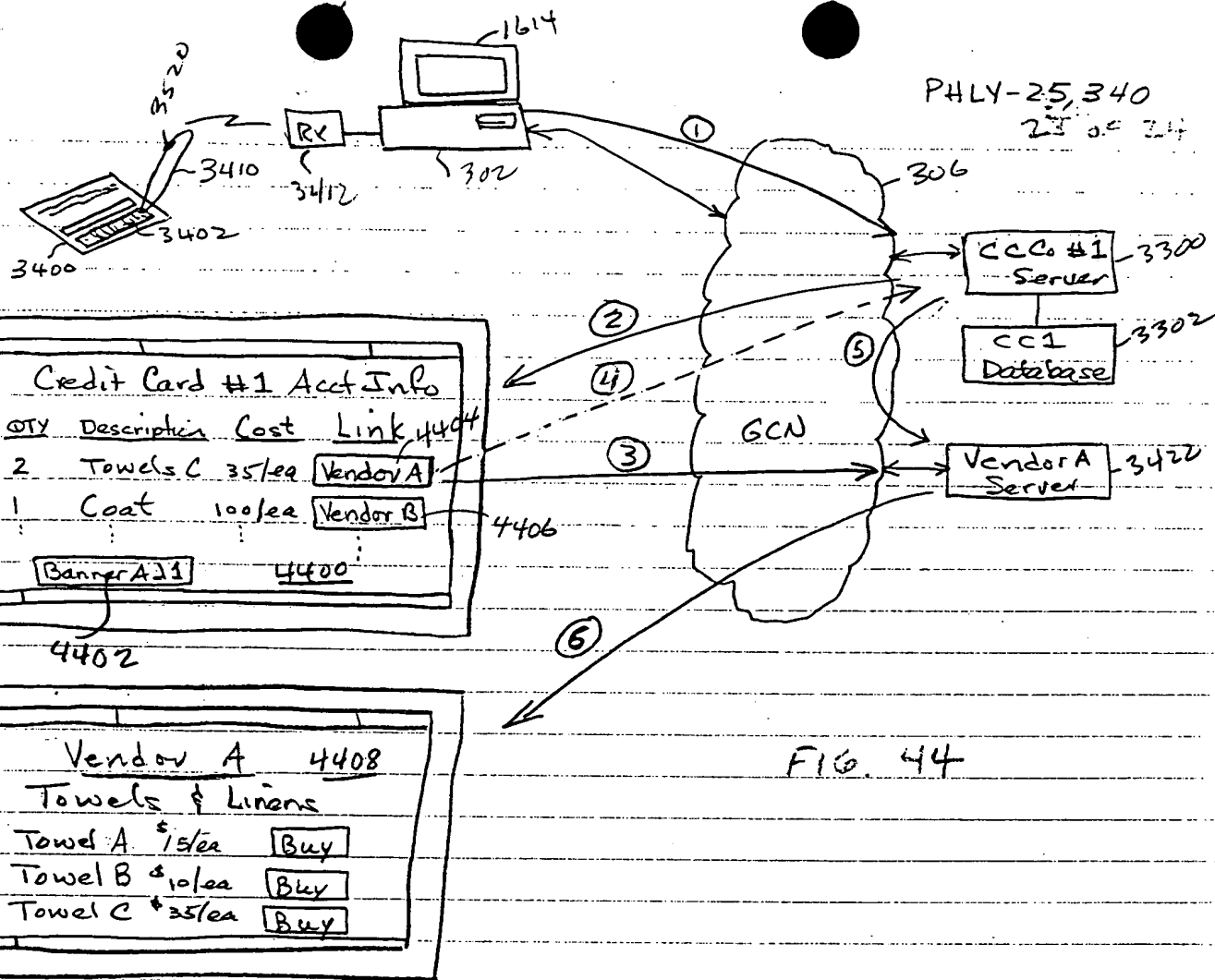


FIG. 43





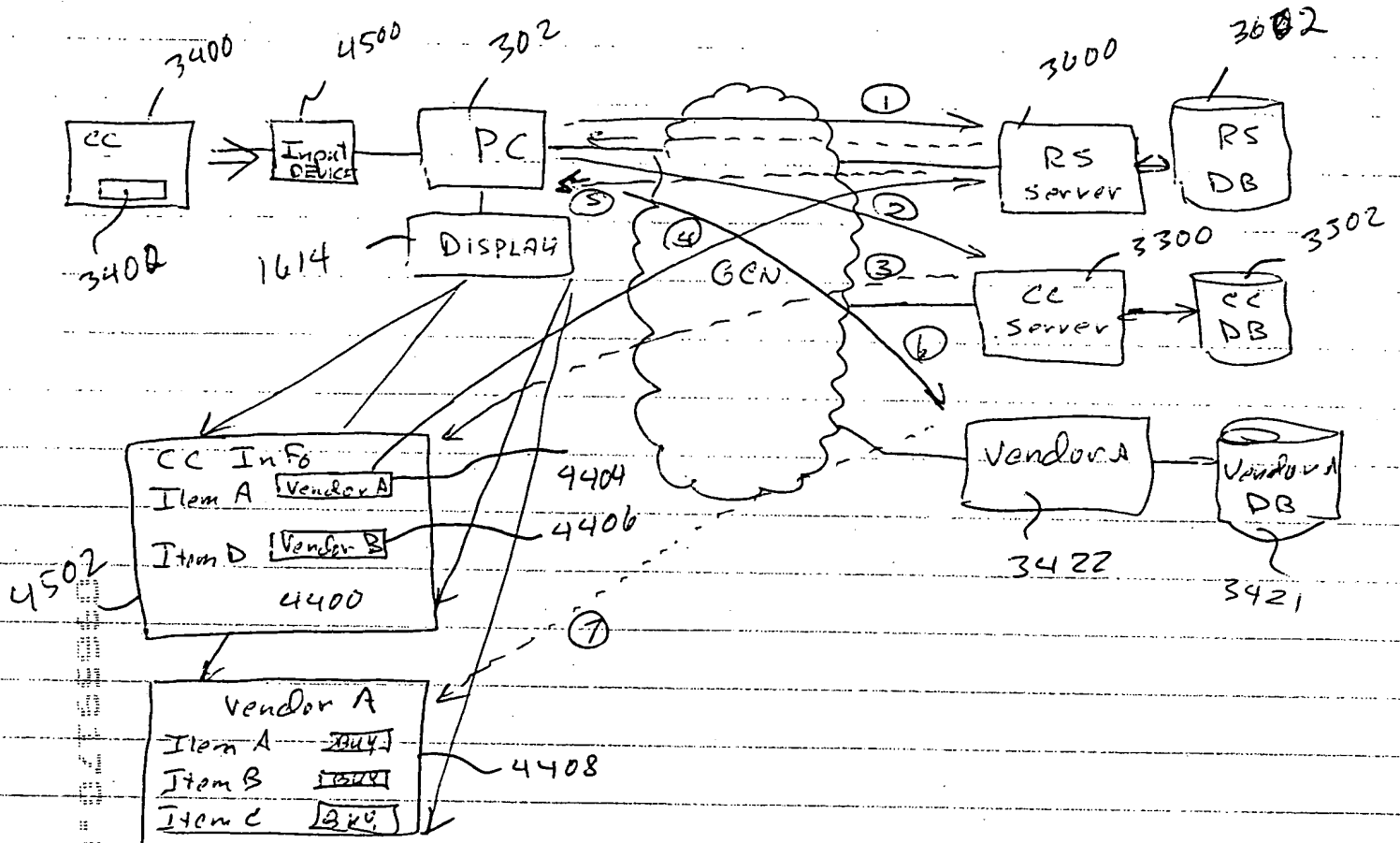


FIG 45